

# R.J. REYNOLDS

Tobacco Company

July 7, 1994

K.L. MYERS  
Special Accounts Manager

7000 Airways Park Drive  
East Syracuse, NY 13057  
315-463-1872  
Fax 315-463-2045

To: J.A. Morris

Subject: **A-PLUS - 2ND QUARTER ACCRUAL PROGRAM**

Dear Jim:

As per our conversations, the attached is a summary of our State Fair Program, as well as the corporate and franchise stores that will be participating. The 2nd quarter 1994 Accrual monies for these stores will be used to pay for the ticket box portion of the promotion.

A brief explanation of this program is as follows:

- Participating chains will receive 90 ticket offers per store (Buy 3 packs of assorted Winston and Camel brands and receive a free State Fair Admission Ticket - \$6.00 Value).
- The ticket boxes will be displayed with a Miss Winston Standee offering consumers the chance to also win a 1994 Chevy Corvette (purchased by R.J. Reynolds). The Corvette will also be displayed at various stores throughout July and August.

Please retain the accrual monies for these stores and I will advise Scott Steen-ROM, to communicate with you on payments, etc.

If you have any questions or suggestions, please don't hesitate to call Scott or myself.

Thank you.

Sincerely,

*Keith*

K.L. Myers/SAM

KLM/jb

cc: S.G. Steen

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